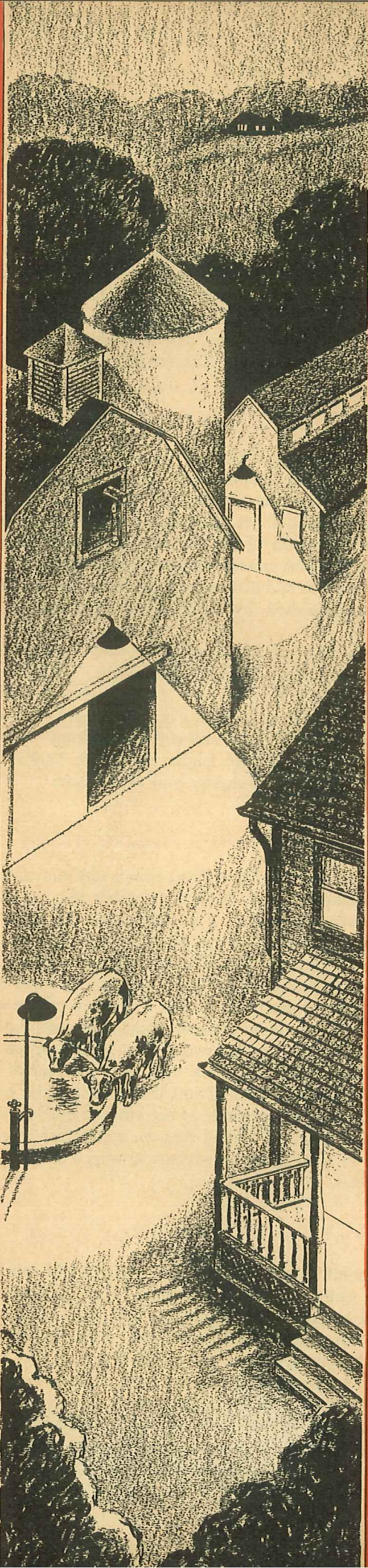


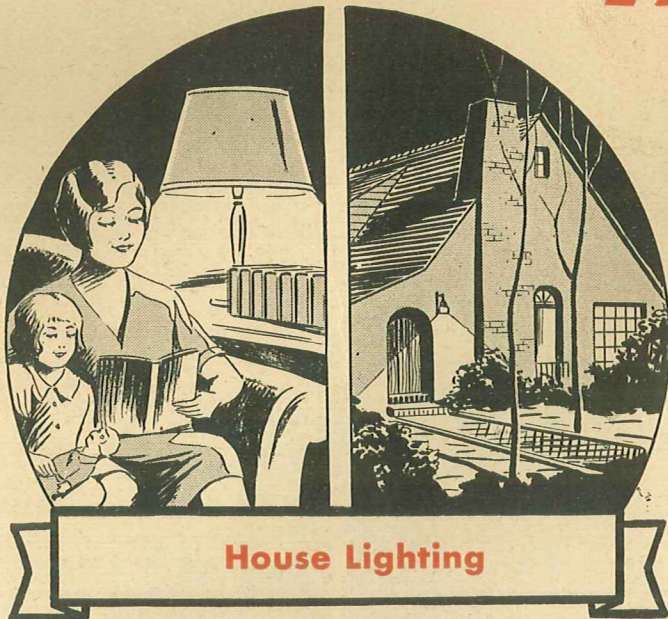


# ***Powermaster*** **LIGHTING PLANTS**

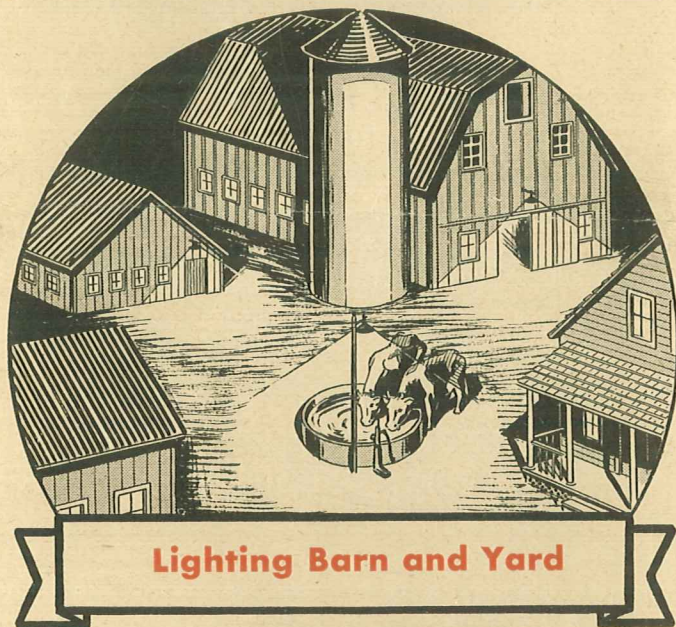
**SEARS, ROEBUCK and CO.**



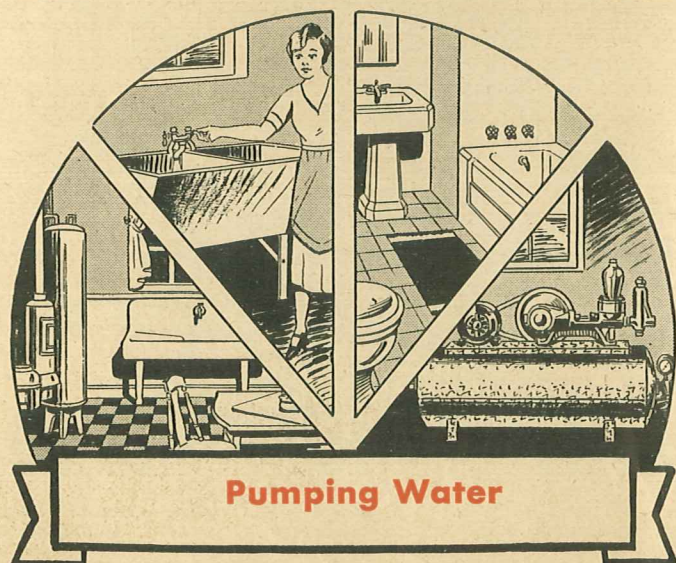
# How a *Powermaster*



**House Lighting**



**Lighting Barn and Yard**



**Pumping Water**

**E**LECTRICITY, a truly miraculous form of power and light which seemingly originates in limitless space and returns whence it came, is man's most helpful and willing servant. It performs the heaviest tasks with an ease and speed that is amazing. It banishes darkness, adds to health and safety and makes life more worth living. Its services are had for practically the asking, and if you do not utilize all that it has to offer, you are need-

## **More Light—Better Light!**

Kerosene lamps and lanterns are messy and dangerous—not only a threat to health because they take oxygen from the air and are subject to smoking and become ill smelling, but a continual fire hazard besides. It takes only a small fire to cause an amount of damage equal to the cost of a good light plant—yet the removal of this ever-present danger is only incidental to the pleasure, convenience and economy of modern electric illumination, such as furnished by Sears **Powermaster** Light Plants.

No lamps to fill or clean, no wicks to trim—gone forever is the need to carry a lamp from room to room. With electricity you merely press a button or turn a switch and instantly the room is flooded with bright, clean, even light that is easy on the eyes and makes the home more cheerful and inviting.

**Powermaster** Electric Light Plants are backed to the limit by Sears guarantee of service and satisfaction.

## **Farm Chores Made Easy!**

A **Powermaster** Light Plant brings city convenience to the farm and materially cuts down the number of hours of labor required for every-day tasks. The illustrations on these pages show how the hard work of many tasks is made easy by merely turning on the electricity. It performs countless other tasks not illustrated which heretofore it has been necessary for hired men to do. Yet the cost of electricity is but a fraction of the cost of human labor. By providing adequate light whenever and wherever needed, it speeds up such work as is needed around yard and barns after sunset, and gives you extra productive hours. Thousands of farmers throughout the country are learning that a light plant is indispensable to the efficient and economical operation of the farm. It enables them to accomplish more with less help and in most cases the savings in wages are enough to pay for the plant.

## **Pumps Water For You!**

No single home improvement is more enjoyed and appreciated than running water. It means deliverance from the hard task of pumping and hauling; it helps provide adequate, sanitary bath facilities; it lessens the amount of work required in home laundering; it simplifies many kitchen and cleaning duties; and makes a definite contribution to the health and well-being of every member of the family. A **Powermaster** plant, operating a reliable pump such as our Hercules or Ever-Ready, will take water from your deep or shallow well, cistern, lake or stream, and deliver it to any point in your home, yard or barn. The value of your property is increased several times the cost of installation.



# Can Help You . . .

lessly denying yourself untold comfort and convenience. Now low priced electricity may be readily obtained at places remote from high lines or power stations, and in this booklet we show how completely **Powermaster** Electric Light Plants meet everyday needs—how durably they are built—how economically they operate—and how well they compare with other plants selling at much higher prices.

## Increases Egg Production!

During the winter when days are short and eggs are high in price, the wise poultry raiser is using artificial lighting to increase egg production. Tests have conclusively shown that egg output is definitely increased by the number of hours of sunlight. In the ordinary eight hour winter feeding day, birds do not eat enough feed for body maintenance and maximum egg production. By using electric light to add four extra feeding hours, the poultry keeper will increase egg production 10 to 30% during the period the lights are used. These additional eggs have often paid the cost of his electricity for the entire year and have meant the difference between a possible loss and a definite profit.

One 40-watt lamp for every 200 square feet of floor space is the accepted amount of light to use. The current required for this purpose is only a small percentage of the capacity of a **Powermaster** Light Plant.

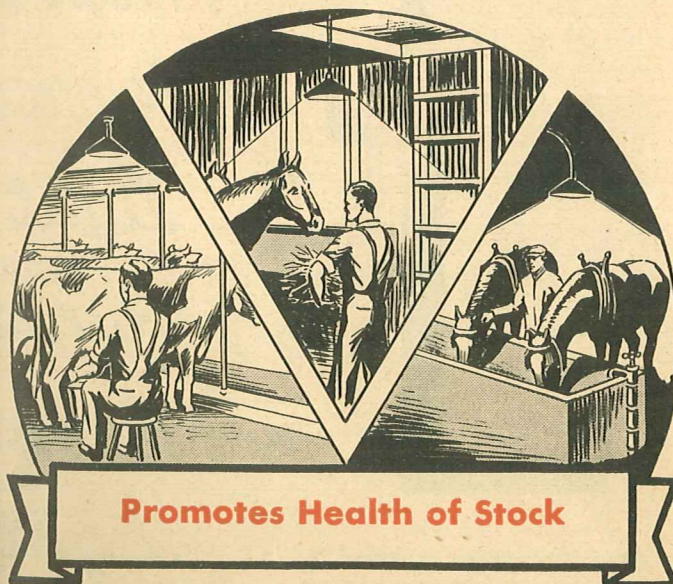
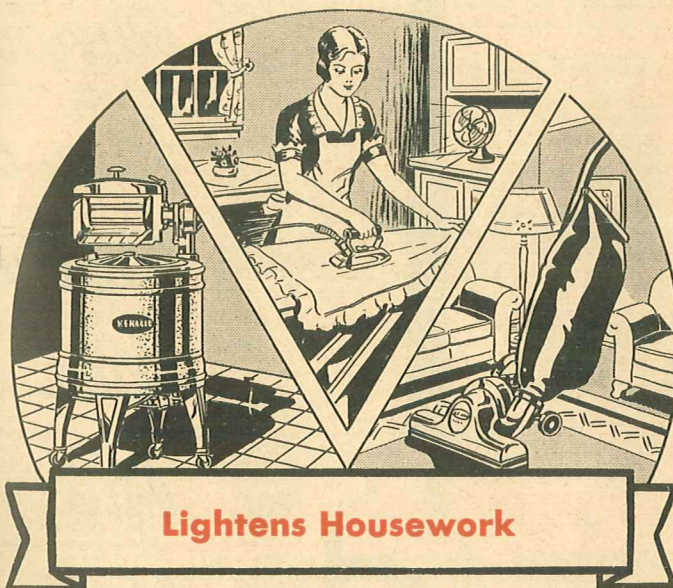
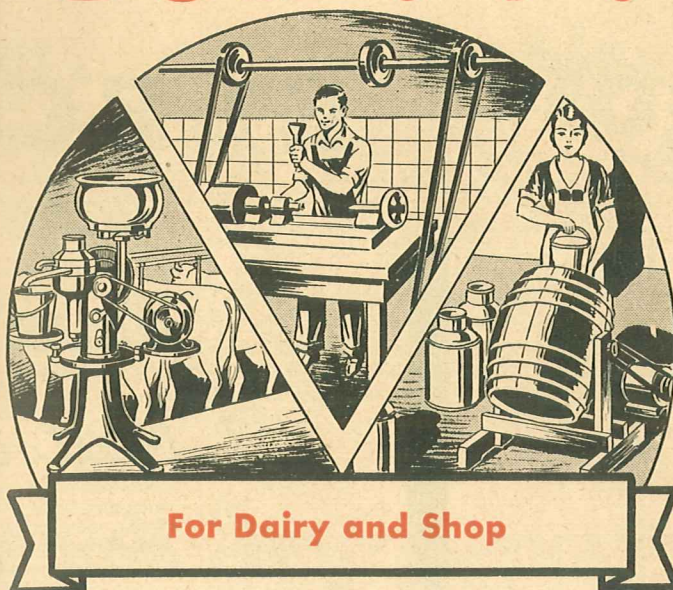
## Promotes Health and Safety

Along with the manifold uses of electricity must be included the benefits to health resulting directly and indirectly from its use. For instance, electricity removes the threat to eyesight, particularly among growing children, due to bad or insufficient illumination; it also eliminates the unpleasantness of smoky lamps, with their noxious fumes, and the danger that lurks in the dust raised by old-fashioned brooms. On the other hand, think of the countless healthful benefits to be had by virtue of running water at bathroom and sink; the enjoyable sleep produced by an electric fan on a hot summer's night; the exertion avoided by the electric operation of farm and household appliances!

**Powermaster** plants furnish these and many other comforts so essential to physical well-being.

## Gives High Line Service Anywhere

To enumerate the many tasks which can be performed with electricity would take more space than is allowed here. Our purpose is to give you some idea by word and illustration how **Powermaster** electricity can save you physical effort, reduce steps, increase farm production, promote health and save you money. Within the limits of the capacity of your plant, **Powermaster** will give you exactly the same service as the nearest power station high line. It matters not how remote your location, or for what class of service electricity is needed—there is a **Powermaster** plant designed to fill your exact needs at a price that represents a real definite saving.





# What You Can Do With *Powermaster* **ELECTRICITY**



Make **15** cups of coffee



Make **15** slices of toast



Heat an iron **20** minutes



Heat a waffle iron **20** minutes



Run a washer for **1** hour



Run a cleaner for **1 1/4** hours



Run a sewing machine **4** hours



Run a radio set **3** hours



Run an electric fan **4** hours



Heat a warming pad **4** hours



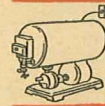
Run a cream separator **60** minutes



Light a floor lamp **4** hours



Run a  $\frac{1}{2}$  HP. motor **30** minutes



Pump **225** gallons of water



Light **20** lamps for **1** hour

(Above figures are, of course, approximate, and may vary slightly either way.)



# How to Select the Right *Powermaster* Plant for Your Use

ANY light plant, of course, will furnish light and power, but in order that it may perform efficiently and economically, it is necessary that you make selection with due regard for the type of service you want your plant to deliver. **Powermaster** Plants are furnished in either AC or DC; the AC plants range from 500 to 1500-watt capacity with a voltage of 110. The DC plants are furnished in capacities ranging from 350 to 1500 watts in voltages of 110. These are non-battery type. The battery type plant has a generator capacity of 850 watts and is 32-volt D.C. If you will note carefully the information contained on this page and make your selection according to the class of service you wish your **Powermaster** to render, your ultimate satisfaction will be assured.

## Alternating or Direct Current

Some users prefer the DC plant because of its lower initial cost and better voltage regulation. However, DC plants will not operate AC electric radios. Radios for DC can be bought but at increased prices; also, many other electrical appliances are made only for AC, or if procurable in DC, are somewhat more expensive. When considering which type of plant to buy, consideration should be given to the possibility of having a high line in the future. High lines are always AC. So if you have an AC plant and appliances you will not have to change any of your motors or other equipment if you later secure electricity from the power company. All in all, we recommend the purchase of an AC plant. It is well worth the slight additional cost, as it puts you in position to enjoy so many extra advantages.

## Battery Type Plants

The principal advantage of the battery type plant is that you don't have to start the engine to procure power or light. The batteries act as a storehouse of electrical energy which may be drawn on as required. The engine is operated when the state of charge reaches a certain low point, as indicated on the built-in hydrometer. The battery type plant is 32-volt DC, which means that all lamp bulbs, motors and appliances must also be 32-volt type. Its uses are limited also in the same degree as DC plants are limited, that is, it will not operate AC electric radios. It is, however, ideal for use where the amount of current needed for relatively long periods is only 150 watts or less. Non-battery plants could not furnish such service economically, as the engine of non-battery plants must be kept running regardless of how little current is being consumed.

## 3 Types of Control: Manual, Remote and Full Automatic

On the **Manual Control** models, a pull on the crank turns the engine over and starts it. This starter automatically disengages when the engine starts. No battery of any kind is needed. The plant is stopped by turning off the ignition at the engine; or "stop" switches can be located at convenient places. The engine stops by merely pressing the button. (See enclosed price list for price of stop stations for manual control plants).

The manual control models are for those who want electricity at the lowest possible cost. They are just as efficient, however, as the corresponding models with remote control or full automatic starting. With manual control models, it is necessary to go to the engine and start it when ever you need electricity for any purpose. With **Remote Control**, you press a conveniently located push button to start the plant going.

**Full Automatic Control** is the most convenient form of light plant operation yet devised. When a light or appliance of 40 watts or more is turned on, the unit starts automatically, and operates until the last light or appliance is turned off. The carburetor has an automatic choke, so that the unit starts promptly, even in winter. It starts just as quickly on a small load as on a heavy load. A 6-volt automobile type starting battery is used and is kept charged automatically. (350-watt DC plants are manual control only.)

The general characteristics of engines and generators remain the same in plants of the same capacity, regardless of the type of starting. The full automatic device costs more to make, and naturally plants so equipped are somewhat higher in price than remote control plants.

We maintain a staff to give you advice on the proper selection to make if for any reason the following does not give ample information to cover your particular needs. Simply advise as to your light and power requirements—tell us how many and what size lamps you want to burn, and appliances you intend to use, giving the horsepower and voltage of the motors on each. State whether motors are AC or DC. If AC give all nameplate data. Mention also any non-motor appliance such as toaster, heater or iron, whose function is to produce heat only. Give location of barns or outhouses where electricity is to be directed, preferably furnishing a rough diagram. Upon receipt of this information, we will be glad to recommend a plant for your needs.

## Self-Starting Models Are Better

We recommend the Full Automatic or the Remote Control starter models because of their greater convenience. All you need do to start such a plant is to turn on a light or push the remote control button, no matter where it may be located. One start-stop station with cable is furnished with each remote control plant. Additional stations and cable may be purchased at small cost. See enclosed price list for prices.

With full automatic or remote control plants, a 6-volt starting battery is furnished. This is automatically kept fully charged. The only attention necessary is to give it a little distilled water occasionally. When a light is turned on or the starting button is pushed, the engine turns over and is automatically choked. The choker releases as the engine warms up. The starter has an over-running clutch similar to an automobile free wheeling clutch. It disengages the moment the engine starts, therefore no harm is done if the remote control button is held down for a longer period than necessary. The remote control plant may be started from one point and stopped from another point.

The remote control starter can not be attached to a manual control starter model after it leaves the factory.

Our 110-volt lighting plants up to 1500 watts are air-cooled, which means there is no danger from cold weather. Plants 2000 watts (2 KW) and up are cooled by water, same as an automobile engine. See page 12 for information regarding plants of 2 to 10 KW capacity.

We recommend that your plant be located a short distance away from your house, with starter button in the house on remote control models, as necessarily there is some noise, as with any other plant.

## Cost of Operation

It costs no more to operate a **Powermaster** Light Plant than you would pay for city current from a high line, provided you use an average of half the capacity of your plant. It is obvious that if you are running a 1000-watt plant, for instance, and only consuming 150 or 200 watts, your electricity cost is higher. If your average consumption is 500 watts or over, your 1000-watt plant provides cheap electricity. You should figure closely your proposed watt consumption, then order a plant accordingly. If you order a plant with more capacity than you will ever need, your electricity will cost you more than necessary. On the other hand, of course, it is likely that you will have additional uses for electricity as time goes on, and reasonable allowance should be made for such expansion. If you do not, there is the possibility of overloading your plant, with its resultant damage.

Consider, for instance, a 1000-watt AC plant. The cost of operation is approximately 5c per hour based on full load operation with gasoline cost of 15c per gallon and oil at \$1.00 per gallon. Oil cost is based on a complete change of oil after 50 hours of operation and replenished as required. This makes the full cost for your electricity 5c per kilowatt.

City current furnished by power stations cost from 8c to 11c per kilowatt-hour. One kilowatt is the equivalent of a consumption of 1000 watts for a period of one hour.

## Wattage of Standard Appliances

The following figures represent the average consumption in watts of standard appliances: Curling Iron, 50; Fan, 50; Glow Heater, 600 to 1000; Health Lamp, 250 to 400; Heat Pad, 50; Iron, 250 to 1000; Mixer, 100; Percolator, 500 to 600; Radio, 100; Refrigerator, 400; Sewing Machine, 150; Toaster, 500 to 600; Waffle Iron, 600; Washing Machine with  $\frac{1}{4}$  H.P. motor, 1000 to 2000 while starting, and 350 while running; Vacuum Cleaner, 200 to 300; Repulsion-Induction type  $\frac{1}{4}$  H.P. motors, such as on water pumps, air compressors, sprayers, etc., 500 to 700 while starting and 350 while running. For larger size repulsion-induction type motors, allow 1500 watts per horsepower for starting and 1000 watts per horsepower for running.

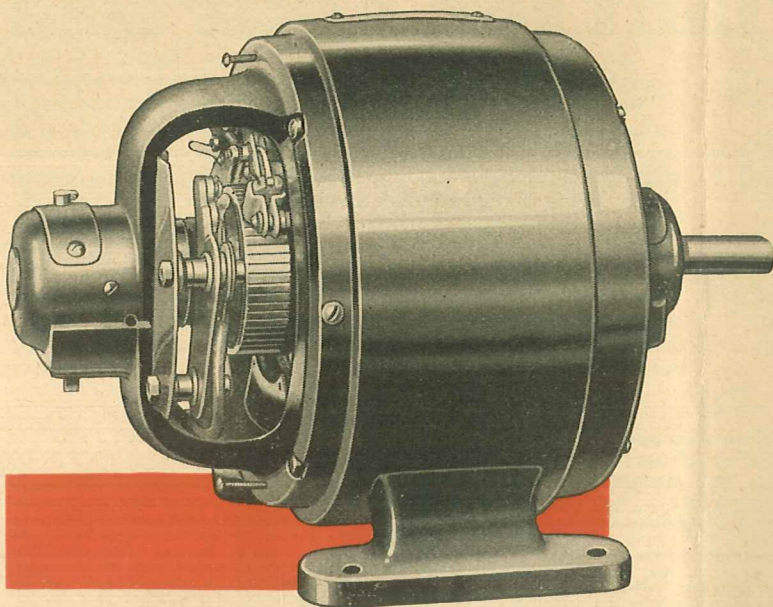
Below are given recommendations as to the types of **Powermaster** plant suited for the purposes mentioned. These recommendations are based on average conditions of use for lighting purposes only, and if your requirements differ from average, this should be borne in mind when making selection. If appliances and motors are to be used in addition we suggest you write for our recommendations. Naturally, a 10-room home will need a larger plant than an average home of 5 or 6 rooms; also the extra expense of remote control might be justified in some cases where we have specified foot-started. Other exceptions will have to be made to fit individual cases, however we believe this table will be found helpful in enabling you to select the proper plant for your own particular needs.

| Table of Recommendations for <b>Powermaster</b> Equipment | Current | Starting | Type | Average Wattage |
|-----------------------------------------------------------|---------|----------|------|-----------------|
| Auxiliary Equipment.....                                  | DC      | M        | NB   | 500             |
| Barbecues.....                                            | DC      | M        | NB   | 350             |
| Bathing Beaches.....                                      | DC      | RC       | NB   | 500             |
| Boats.....                                                | DC      | M        | B    | 500             |
| Camps.....                                                | DC      | M        | NB   | 350             |
| Churches.....                                             | DC      | M        | NB   | 500             |
| Construction Jobs.....                                    | DC      | M        | NB   | 1000            |
| Country Clubs.....                                        | AC      | FA       | NB   | 1000            |
| Dance Halls.....                                          | AC      | M        | NB   | 1000            |
| Dredges.....                                              | DC      | M        | NB   | 500             |
| Farms.....                                                | AC      | FA       | NB   | 1000            |
| Filling Stations.....                                     | AC      | RC       | NB   | 350             |
| Flood Lighting.....                                       | DC      | M        | NB   | 350             |
| Garages.....                                              | AC      | RC       | B    | 350             |
| Greenhouses.....                                          | DC      | M        | B    | 350             |
| Halls.....                                                | AC      | M        | NB   | 500             |
| Homes.....                                                | AC      | FA       | NB   | 1000            |
| Industrial Uses.....                                      | AC      | M        | NB   | 1500            |
| Light Beacons.....                                        | DC      | M        | NB   | 1500            |
| Light Houses.....                                         | AC      | M        | NB   | 1500            |
| Mills.....                                                | DC      | RC       | NB   | 1500            |
| Mines.....                                                | DC      | RC       | NB   | 900             |
| Oil and Gas Wells.....                                    | DC      | M        | NB   | 900             |
| Portable Uses.....                                        | DC      | M        | NB   | 500             |
| Poultry Houses.....                                       | DC      | RC       | NB   | 500             |
| Public Halls.....                                         | AC      | M        | NB   | 1000            |
| Ranches.....                                              | AC      | FA       | NB   | 1000            |
| Resorts.....                                              | AC      | FA       | NB   | 1500            |
| Roadside Stands.....                                      | DC      | M        | B    | 350             |
| Schools.....                                              | DC      | M        | NB   | 500             |
| Stores.....                                               | AC      | FA       | NB   | 500             |
| Summer Homes.....                                         | AC      | FA       | NB   | 900             |
| Theatres.....                                             | AC      | M        | NB   | 1000            |
| Traveling Shows.....                                      | DC      | M        | NB   | 900             |
| Tourist Camps.....                                        | DC      | M        | NB   | 900             |

DC—Direct Current; AC—Alternating Current;  
FA—Full Automatic; RC—Remote Control;  
M—Manual Control; NB—Non-Battery Type;  
B—Battery Type.



# **Powermaster Light Plants**



## **The Heavy Duty Generator**

**Powermaster** Generators are made oversize to eliminate danger from overheating, and consequently they have a longer life than ordinary standard size generators. The generator bearings are also oversize and will last indefinitely without replacement. They are the sleeve type, made of bronze and are easily accessible. Constant lubrication of bearings is assured by special felt packing.

**Windings** are heavily insulated and baked enameled by special vacuum process, which seals them against the destructive action of moisture and dust, and prolongs their life accordingly.

**Commutators** are oversize, of purest copper.

**Slip Rings** are of 80% Bronze.

**Insulation** is of mica, and undercut to eliminate sparking which might otherwise injure the commutators.

**Brushes** are oversize, of highest quality carbon, and will last a minimum of 3000 hours. Easily replaced when worn.

**Armature** is perfectly balanced to eliminate vibration.

**Brush Holder Springs** hold brushes at uniform tension—just the right amount of pressure without causing wear on commutator.

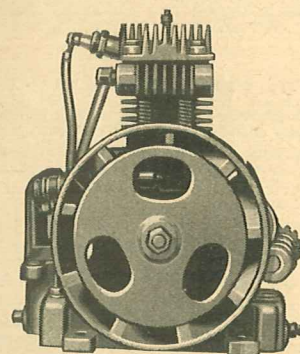
## **Plants Furnished Complete!**

The price you pay for a **Powermaster** Plant includes the complete unit of engine and generator, all ready to operate as soon as you put in gasoline and oil and connect the starting battery (if a full automatic or remote control unit). Lamps, wire, fittings and electrical appliances must, of course, be purchased separately, depending upon your individual requirements. See our large general catalog for lowest prices on these items. You will also ascertain from our catalog descriptions the adaptability of standard appliances to various forms of current, such as AC or DC, 110-volt or 32-volt, etc.

**W**HEN you buy a **Powermaster** Electric Light Plant you are making an investment that for years to come will be a source of convenience, dependability and satisfaction—ultimately more than paying for itself in economies effected and labor saved. . . . The utter dependability of **Powermaster** plants is not just circumstance—it is the fruit of the employment of most up-to-date principles of construction known to the industry. . . . From engine to generator **Powermaster** plants are painstakingly built of finest materials. . . . No detail is overlooked to insure continuous faultless performance . . . . Yet **Powermaster** plants operate on the minimum of fuel, with correspondingly low maintenance cost. . . . A check of the features described on these pages will convince you of **Powermaster** supreme value.

## **4-Cycle Engine**

All **Powermaster** engines are 4-cycle, which are much superior to the less efficient 2-cycle type. They are similar in operation to automobile engines, except that they have less cylinders. Such parts as spark plugs, piston rings, valves, etc., are standard.



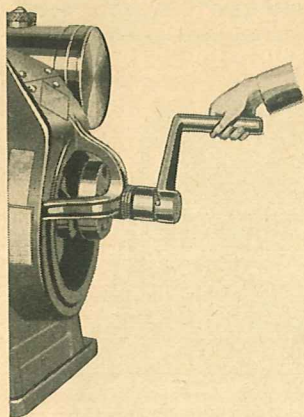
In the 500 to 1500 watt sizes, the engines are the nationally-known, reliable *Briggs & Stratton* make. Engines on all models are cooled by means of large fans enclosed in a metal housing. This housing directs the air currents to the vital parts of the engine and keeps it as cool as any water circulating system, thus insuring most efficient operation. Lubrication is by the splash system, with pump to keep the oil in the dip trough at uniform level at all times. Air cleaner is standard equipment.

## **52 Separate Inspections**

At every stage of manufacture rigid inspections and tests insure the faultless operation of the finished plant. This system of inspection begins with the raw materials and continues through each operation during machining and assembly. In all, there are 52 separate inspections during and after manufacture. The final test is the block test, where the plant is run for several hours and carburetor, spark plugs, timing, magneto and other vital parts are properly adjusted. You may be sure, when you receive your **Powermaster** plant, that it will serve you faithfully from the moment you set it up.



# are Built for Long, Hard Service



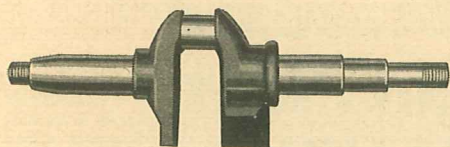
## Ease of Starting

Starting and operating a **Powermaster** Light Plant is no more "a man's job" than starting and running an automobile. In fact, it is far more simple, even in the hand crank types. One pull on the crank is all there is to it. With Remote Control it is even simpler—just push a button anywhere in the house or at other convenient locations and the engine starts immediately. An *automatic choke* operates until the engine is warmed up. The hand crank type may be stopped in the same manner as the Remote Control type—by pushing a conveniently located "stop" button which may be had at slight additional cost. See enclosed price list. Full Automatic Control units start when you turn the light switch or turn on an appliance, and stop when all light or power is turned off. **Powermaster** Light Plants present no problems in installation or operation, and are so simple that even children can operate them.

## Flickerless Lights

**Powermaster** engineers have definitely overcome the tendency to "flicker" formerly so prevalent in non-battery outfits. This has been accomplished by an improved, *flexible, shaft coupling* so designed as to absorb the engine impulses and permit the generator to operate at a constant, uniform speed. This in turn assures an even flow of current with an absence of annoying flicker. This "shock-absorbing" coupler also reduces bearing wear and vibration to a minimum, thereby materially prolonging the life of the plant. (Note: On our No. 20-2100 350-watt belt drive model, shown on page 12, the belt takes the place of the flexible coupling, and absorbs the engine impulses. Belt tension is adjustable.)

## Accurately Balanced



Friction and vibration are the principal causes of wear in any engine, and it is the degree in which these agents of destruction are checked that determines how long the engine will remain in service. **Powermaster** engineers have developed an unusually efficient system of splash lubrication, with pump regulation of oil level, to keep all bearings and other vital parts properly and automatically oiled. "*Balanced construction*" has solved the problem of vibration. The smooth operation of the sturdy **Powermaster** engines is a marvelous engineering achievement. Engine "balance" has been achieved by the scientific counterbalancing of the crankshaft (see illustration), the positive fly-ball governor, which regulates engine speed, and the flexible, shaft coupling which compensates for engine "impulses."

## 10¢ A DAY FOR FUEL

For ordinary purposes, the average fuel cost in operating a **Powermaster** Light Plant is approximately 10c a day. This will vary, of course, with the size plant used and the amount of electricity required. A glance at the cost of operating light bulbs and various forms of electrical appliances and machinery, as shown on page 4, will quickly convince you of the *utter economy* of **Powermaster** Light Plant operation. The cost of labor performed electrically is but a ridiculously small fraction of what you would pay a hired man or housekeeper to do the same work by hand, and you get the benefit of manifold new comforts and conveniences in addition. Our guarantee protects you fully.

## Easy to Install

The installation of a **Powermaster** Electric Light Plant is simple, involving as it does the use of only simple household tools. Merely bolt the plant firmly to a foundation and put in a simple 2-wire circuit for your lamps and appliance outlets. No previous electrical or mechanical experience is necessary. Supply the engine with gas and oil and press the starting button, or turn hand crank whenever current is wanted. On the Full Automatic models simply turn on a 40-watt light, motor or other appliance. The **Powermaster** Light Plant is as trouble-free as modern methods can make it. We furnish *complete printed instructions* for installation and operation. One man can install the plant in a very short time.

## Buy on Easy Terms

You don't have to pay full cash to enjoy the benefits of a **Powermaster** Light Plant, for under the terms of our Easy Payment Plan you may pay for the plant while using it. Pay only a small amount with your order and the balance in small amounts monthly. (See enclosed price list for easy payment prices and terms.) Then you can begin to enjoy the many advantages of electricity while being under no undue financial strain at any time. You'll find by comparison that our Easy Payment prices are *actually less* than others ask for full cash on plants of comparable quality. Buying on easy terms is safe, sensible and modern—and you'll soon find that your **Powermaster** plant pays handsome dividends in lessened labor, enjoyable evenings, increased health and a better outlook on life generally.

**Estimated Freight Rates** on Light Plants are shown on enclosed price list.



# 110-Volt A. C. *Power*

**Manual, Remote or  
Full Automatic Control**

**500, 1000 or 1500-Watt Sizes**

ILLUSTRATION SHOWS 1000-WATT  
FULL AUTOMATIC PLANT



**Dependable  
High Quality  
Establishing a  
New Standard  
of Light Plant  
VALUE!**

The 500-watt size will operate radios, fans, lights, etc., and up to  $\frac{1}{6}$  horsepower repulsion-induction motors where total current draw does not exceed 500 watts. The 1000-watt size will operate up to  $\frac{1}{3}$  H.P., Repulsion-induction type motors and other appliances where total current draw does not exceed 1000 watts. The 1500-watt size will operate up to  $\frac{1}{2}$  H.P., Repulsion-Induction type motors and other appliances where total current draw does not exceed 1500 watts.

Full Automatic units start when any load from 40 watts to full capacity of plant is turned on and stop when load is all turned off. With remote control the plant can be automatically started or stopped by push buttons located at any convenient point on your premises. With Manual Control plants, convenient stop buttons may be located wherever desired.

**All repair or replacement parts are standard and easily procured. When ordering it is important to give serial number of plant and all name plate data.**

These plants being air cooled, there is nothing to freeze. It is best to locate them in a dry place. We furnish complete, simple instructions for installation and full directions for operation and maintenance. Plants shipped from factory in Central Wisconsin. Estimated freight rates on enclosed price list.

## **2000 to 25,000-Watt Plants**

We can furnish plants up to 25,000-watt capacity. See page 12. Prices and specifications gladly furnished on request.

## **Separate Generators**

Generators can be purchased separately if you already have a suitable engine and are able to provide proper governor regulation (not to exceed 4% from no load to full load). Advise capacity of generator required and we will quote price.



# ***master*** Light Plant

**No Storage Batteries . . . Light and Power When and Where You Want It—Use Standard Electric Appliances . . . . LOWEST PRICES Ever Made On a Quality Plant . . . . The VERY BEST Type Of Plant To Own**

An outstanding plant, complete in every detail, compact in size, powerful in operation and economical in fuel consumption. Once this plant is installed on your premises you can say good-bye to messy, dangerous and inadequate kerosene lamps and help yourself to freedom from much undue drudgery. The current furnished is 60-cycle AC, the same as city current and as constant and dependable, enabling you to operate standard electric appliances. **Powermaster** plants are made by a manufacturer of 40 years experience, and are backed by our binding guarantee of satisfaction. *Not the least of the many reasons why you should decide on Powermaster is its sensationally low price—the lowest on record for high quality plants of this type and capacity.*

## **—SPECIFICATIONS—**

### **Model Numbers**

No. 20-2115, 500-watt, 110-volt, 60-cycle AC, Manual Control  
 No. 20-2116, 1000-watt, 110-volt, 60-cycle AC, Manual Control  
 No. 20-2117, 1500-watt, 110-volt, 60-cycle AC, Manual Control  
 No. 20-2120, 500-watt, 110-volt, 60-cycle AC, Remote Control  
 No. 20-2121, 1000-watt, 110-volt, 60-cycle AC, Remote Control  
 No. 20-2122, 1500-watt, 110-volt, 60-cycle AC, Remote Control  
 No. 20-2123, 500-watt, 110 volt, 60-cycle AC, Full Automatic  
 No. 20-2124, 1000-watt, 110 volt, 60-cycle AC, Full Automatic  
 No. 20-2125, 1500-watt, 110 volt, 60-cycle AC, Full Automatic

### **500-Watt Sizes**

**Horsepower** of engine, 1; **bore**, 2¼ inches; **stroke**, 2¼ inches;  
**Make of engine**, Briggs & Stratton; **oil capacity**, 1½ quarts; **fuel tank capacity**, 1 gallon; **overall dimensions**—length, 34 inches, width 19 inches, height 18¾ inches.

### **1000-Watt Sizes**

**Horsepower** of engine, 3; **bore**, 2¾ inches; **stroke**, 3¼ inches;  
**Make of engine**, Briggs & Stratton; **oil capacity**, 5 pints; **fuel tank capacity**, 5 quarts; **overall dimensions**—length, 39 inches, width, 20 inches, height 22 inches.

### **1500-Watt Sizes**

**Horsepower** of engine, 3½; **bore**, 3 inches; **stroke**, 3¼ inches;  
**Make of engine**, Briggs & Stratton; **oil capacity**, 5 pints; **fuel tank capacity**, 5 quarts; **overall dimensions**—length 41½ inches, width 20 inches, height 22 inches.

*See Enclosed Price List for Shipping Weights, Freight Rates and Shipping Points.*

### **All Sizes**

**RPM of Engine and Generator** . . . . . 1800  
**Method of Driving Generator** . . . . . Flexible Coupling  
**Engine Cooling System** . . . . . Air  
**Engine Cycle** . . . . . 4  
**Engine Ignition** . . . . . High Tension Magneto  
**Fuel Feed** . . . . . Gravity  
**Oil System** . . . . . Splash  
**Starting Battery, Remote Control and Full Automatic Types** . . . . . 6-Volt  
**Number of cylinders in engine** . . . . . 1

**Carburetor.** Float-feed type, with simple high speed and idling adjustments (many other plants are not equipped with carburetor and have only a "mixing valve").

**Cylinder Head** is of heavy cast iron and easily removable.

**Magneto** is flywheel type. Coils are so designed as to eliminate overheating. Points resist pitting. Dust and moisture-proof.

**Governor** of fly ball type, totally enclosed. Runs in bath of oil. Adjustments are easily made by adjusting screws to regulate engine speed.

**Bearings** are bronze sleeve type, babbitt-lined, oversize and removable.

**Crankshafts**, drop forged, high carbon steel of highest quality, heat-treated and counterbalanced.

**Air Cleaner** standard equipment on each size.

**Pistons** accurately ground and heat treated. Have one oil-regulating and two compression rings.

**Connecting Rods**, drop-forged I-Beam type.

**Tappets** easily adjustable for clearance.

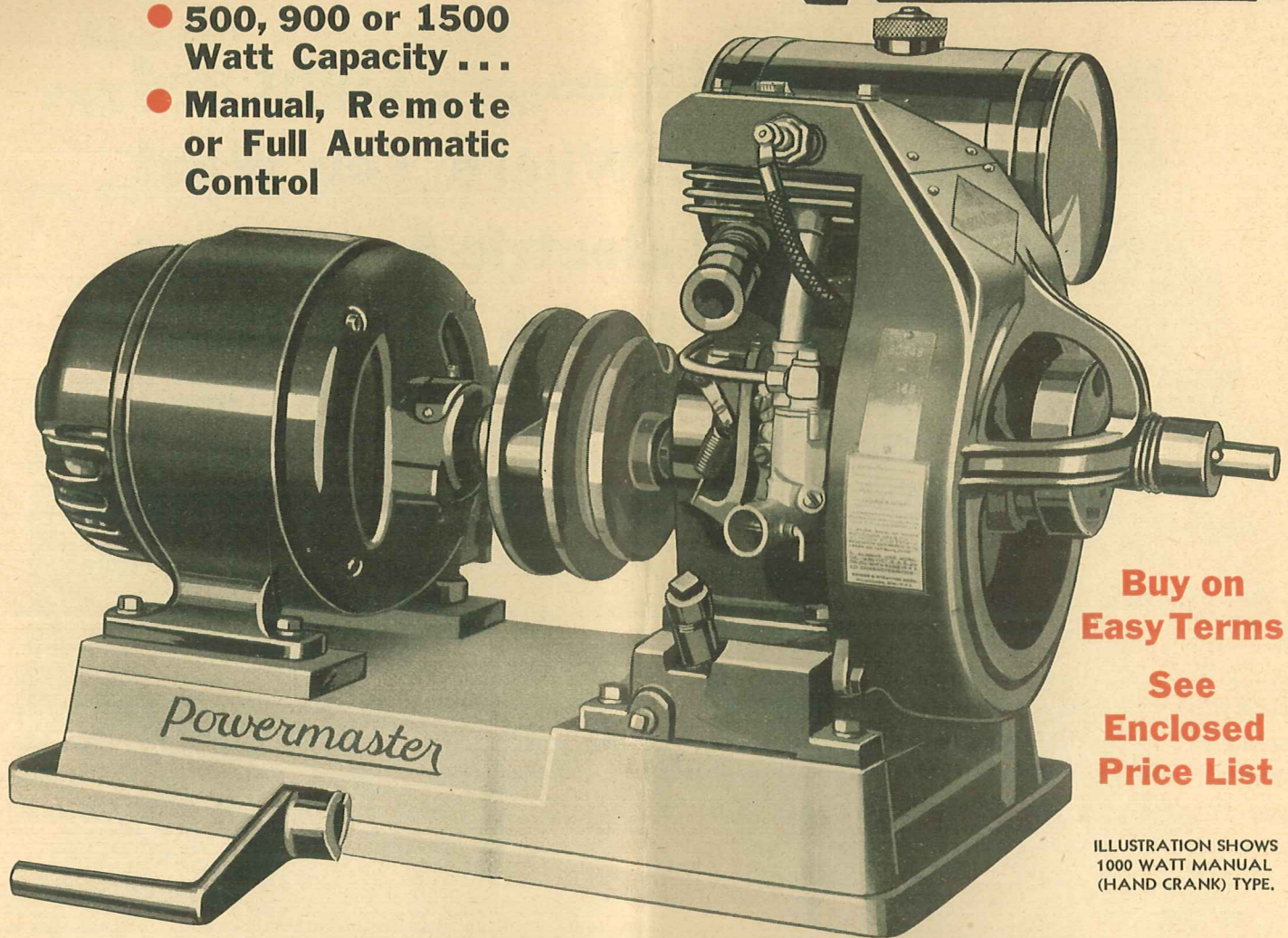
**Exhaust Valves** of special alloy steel running in oil.

**Cam Shaft** of drop-forged high carbon steel.



# 110 Volt D.C. *Power*

- 500, 900 or 1500 Watt Capacity ...
- Manual, Remote or Full Automatic Control



**Buy on  
Easy Terms  
See  
Enclosed  
Price List**

ILLUSTRATION SHOWS  
1000 WATT MANUAL  
(HAND CRANK) TYPE.

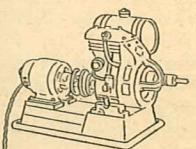
## **Steady, Flickerless Light and Uniform Voltage Assured by Responsive Governor, Special Generator Winding and Patented Flexible Coupling**

An important feature of **Powermaster** Light Plants is the Patented Flexible Coupling between engine and generator. The main purpose of this Coupling is to operate the generator at uniform speed by absorbing the vibration of engine thrusts, and in this way assure absence of the annoying "flicker," the presence of which used to be taken for granted with electric light plants. To further insure uniform voltage the engines are equipped with an advanced type governor that is unusually efficient in maintaining uniform engine speed. In addition, we have provided a special generator winding which still further insures steady voltage without in any way impairing generator efficiency. **The special flexible coupling construction is patented and is to be found on no other light plants.** Because of these and many other special features which we have developed, you may be assured that any model plant you install will serve with the highest degree of dependability. Plants ship-

ped *Not Prepaid* from factory in Central Wisconsin. For Freight rates see enclosed price list sheet.

### **Automatic or Remote Control a Great Convenience**

You'll find the Full Automatic or Remote Control models a source of much convenience, as they enable you to start your plant from the house or any other convenient point you wish or by simply turning on a light or appliance with the full automatic model. (The manual type can only be started by hand cranking. See illustration above.) With Remote Control plants we furnish one start-stop push-button. See enclosed price list for necessary cable. Additional stations and cable may be purchased separately for location at convenient points. (See enclosed price list.) Illustration below shows station connected to plant. Remote Control cannot be attached to a manual control plant after it leaves our factory.





# ***master*** Light Plant

**NO BATTERIES NEEDED!**

**OPERATES ONLY WHEN IN USE!**

**SAFER AND MORE CONVENIENT**

**THAN OLD FASHIONED LAMPS!**

**Powermaster** DC Light Plants represent the last word in economy, both as to initial cost as well as in operation. While the range of usefulness of the DC is not as extensive as the AC, it will operate lamps, most standard appliances and direct current motors. It is therefore ideal for a great many purposes and its cost is less than that of an AC plant. If you want electricity for any purpose in reasonable volume and at the lowest possible cost, this is the plant for you to buy. It delivers absolutely flickerless light day in and day out direct from the generator or provides a never-failing source of power to lighten the burden of otherwise wearisome tasks. Decide now to own one of these efficient, powerful and dependable units—you can make purchase on our Easy Payment Plan, paying only a small amount down and the balance in small amounts monthly. You'll not only be amazed at its fool-proof and economical operation but delighted with the manifold comforts and conveniences which it affords.

## **—SPECIFICATIONS—**

### **Model Numbers**

No. 20-2105, 500-watt, 110-volt DC, Manual Control.  
No. 20-2106, 900-watt, 110-volt DC, Manual Control.  
No. 20-2107, 1500-watt, 110-volt DC, Manual Control.  
No. 20-2110, 500-watt, 110-volt DC, Remote Control.  
No. 20-2111, 900-watt, 110-volt DC, Remote Control.  
No. 20-2112, 1500-watt, 110-volt DC, Remote Control.  
No. 20-2126, 500-watt, 110-volt DC, Full Automatic.  
No. 20-2127, 900-watt, 110-volt DC, Full Automatic.  
No. 20-2128, 1500-watt, 110-volt DC, Full Automatic.

### **500-Watt Sizes**

**Horsepower of engine**, 1; **bore**,  $2\frac{1}{4}$  inches; **stroke**,  $2\frac{1}{4}$  inches; **make of engine**, Briggs & Stratton 1-cylinder, 4-cycle; **oil capacity**,  $1\frac{1}{2}$  quarts; **fuel tank capacity**, 1 gallon; **overall dimensions**—length 34 inches, width 19 inches, height  $18\frac{3}{4}$  inches.

### **900-Watt Sizes**

**Horsepower of engine**, 3; **bore**,  $2\frac{3}{4}$  inches; **stroke**,  $3\frac{1}{4}$  inches; **make of engine**, Briggs & Stratton 1-cylinder, 4-cycle; **oil capacity**, 5 pints; **fuel tank capacity**, 5 quarts; **overall dimensions**—length 39 inches, width 20 inches; height 22 inches. (This model has 12-volt starter and uses a 12-volt battery on remote control and full automatic types.)

### **1500-Watt Sizes**

**Horsepower of engine**,  $3\frac{1}{2}$ ; **bore**, 3 inches; **stroke**,  $3\frac{1}{4}$  inches; **make of engine**, Briggs & Stratton 1-cylinder, 4-cycle; **oil capacity**, 5 pints; **fuel tank capacity**, 5 quarts; **overall dimensions**—length  $41\frac{1}{2}$  inches, width 20 inches, height 22 inches.

See Enclosed Price List for Shipping Weights, Shipping Points and Freight Rates.

### **All Sizes**

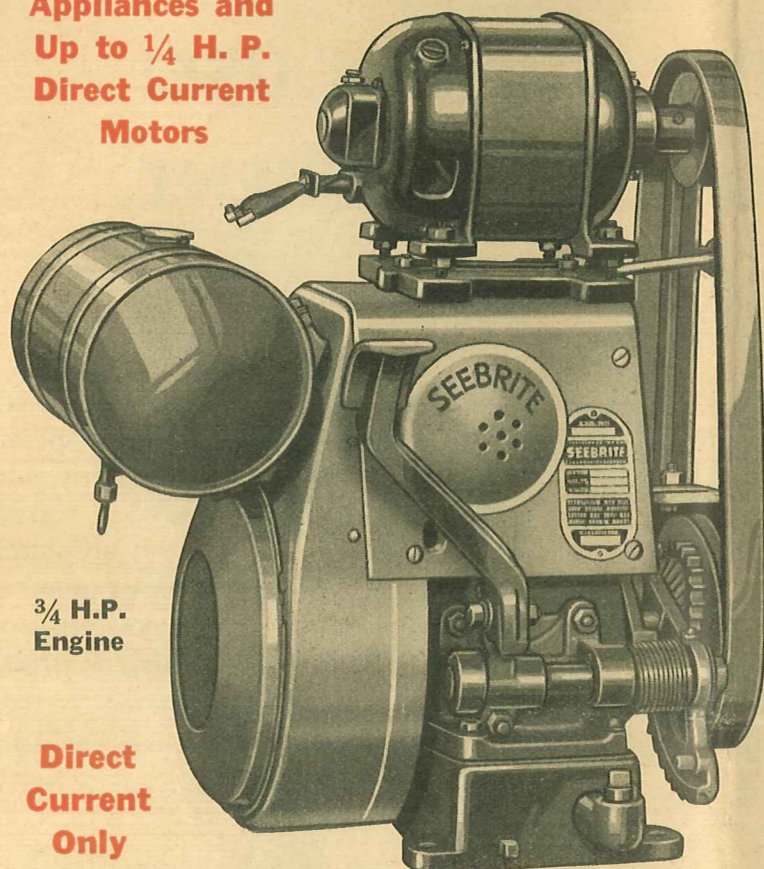
**RPM of Engine and Generator**.....1800  
**Method of Driving Generator**.....Flexible Coupling  
**Engine Cooling System**.....Air  
**Engine Cycle**.....4  
**Engine Ignition**.....High Tension Magneto  
**Fuel Feed**.....Gravity  
**Oil System**.....Splash  
**Starting Battery, Remote Control and Automatic Types**.....6-volt  
**Number of Cylinders in Engine**.....1  
**Carburetor**, float-feed type, with simple high speed and idling adjustments (many other plants are not equipped with carburetor and have only a "mixing valve").  
**Cylinder Head** is of heavy cast iron and easily removable.  
**Magneto** is flywheel type. Coils are so designed as to eliminate overheating. Points resist pitting. Dust and moisture-proof.  
**Governor** of fly-ball type, totally enclosed. Runs in bath of oil. Adjustments are easily made by adjusting screws to regulate engine speed.  
**Bearings** are bronze sleeve type, babbitt-lined, oversize and removable.  
**Crankshafts**, drop forged, high carbon steel of highest quality, heat-treated and counterbalanced.  
**Air Cleaner** standard equipment on each size.  
**Pistons** accurately ground and heat treated. Have one oil-regulating and two compression rings.  
**Connecting Rods**, drop-forged, I-beam type.  
**Tappets** easily adjustable for clearance.  
**Exhaust Valves**, special alloy steel running in oil.  
**Cam Shaft** of drop-forged high carbon steel.



# SEEBRITE

Model  
No. 20-2100

Operates Lights,  
Appliances and  
Up to  $\frac{1}{4}$  H. P.  
Direct Current  
Motors



$\frac{3}{4}$  H.P.  
Engine

Direct  
Current  
Only

## 110-Volt D. C. 350-Watt Plant No Batteries Needed

If you want reliable electric light and power at the *lowest possible cost*, this **SEEBRITE** Plant will meet your requirements. We believe it to be the most compact and reliable plant of its type that you can buy at any price.

This type is ideal for cottages, camps, homes, small farms, filling stations, tourist camps, boats and contractors. Delivers 350 watts direct from generator, *no batteries being required*. Direct current and foot started only. Not furnished in alternating current, nor with Remote Control or automatic starter.

Although low priced, this plant is of *quality construction in every detail*. The generator has all the characteristics of **Powermaster** generators described on page 6. Engine is the reliable time-tried *Lauson* 4-cycle type. "Flickering" of the lights is eliminated by the fly-ball governor, the special generator winding, and the tension adjustment on the belt drive. Together with the scientific counter-balanced crankshaft, these features aid in producing a plant that operates with *the very minimum of vibration*. As a result, the plant will remain in service long after ordinary plants wear out.

Before ordering, be sure to note all the information on pages 5, 6 and 7, where we describe the difference between our various styles of light plants, and give the functions of each.

### SPECIFICATIONS of Model No. 20-2100

**No. 20-2100, 350-watt, 110-volt DC, Foot Started**

**Horsepower of engine, 1; bore,  $2\frac{1}{4}$  inches; stroke,  $2\frac{1}{4}$  inches; make of engine, Lauson; 4-cycle, single cylinder; oil capacity, 2 pints; fuel tank capacity, 4 quarts; overall dimensions—length 19 inches, width 17 inches, height 21 inches. Number of 25-watt lamps carried at one time, 14.**

**R.P.M. of engine, 1750; R.P.M. of generator, 3450; method of driving generator, vee belt; engine cooling system, air—no danger from freezing; engine ignition, high tension magneto; gravity fuel feed; splash oil system.**

**Carburetor** float-feed type, with simple high speed and idling adjustments (*not just a "mixing valve" as on many other low priced plants*).

**Cylinder head** is of heavy cast iron and easily removable.

**Magneto** is of flywheel type. Coils so designed as to eliminate overheating. Points resist pitting. Dust and moistureproof.

**Governor** of fly-ball type, totally enclosed. Runs in bath of oil. Adjustments easily made by adjusting screws to regulate engine speed.

**Bearings**—Timken Roller Bearings on crankshaft. Others are bronze sleeve type, babbitt-lined, oversize and removable.

**Crankshaft**, high carbon steel of highest quality, heat-treated and counterbalanced.

**Air Cleaner** standard equipment.

**Piston** accurately ground and heat treated. Has one oil-regulating and two compression rings.

**Connecting Rod**, drop-forged I-beam type.

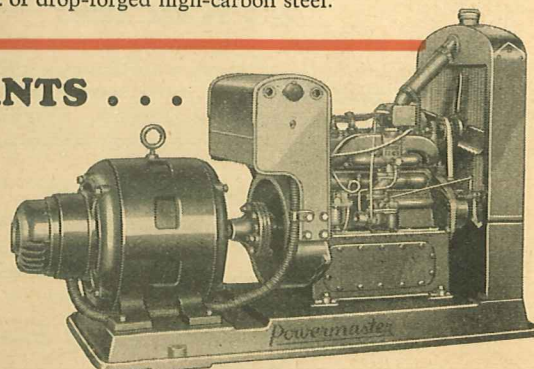
**Tappets** easily adjustable for clearance.

**Exhaust Valve** special heat-treated steel.

**Cam Shaft** of drop-forged high-carbon steel.

### Powermaster 2000 to 25,000-WATT PLANTS . . .

We can furnish **Powermaster** 110-volt Light Plants in any capacity up to 25,000 watts. These larger models are operated by 4-cylinder engines, and are either full automatic, remote control or hand cranked, as desired. Water cooling system, same as on automobiles. These plants are ideal for contractors, hotels, summer resorts, stores, or wherever dependable light and power of this wattage is required. Let us know your wants—we will furnish complete description and quote prices on the proper plant for your needs.

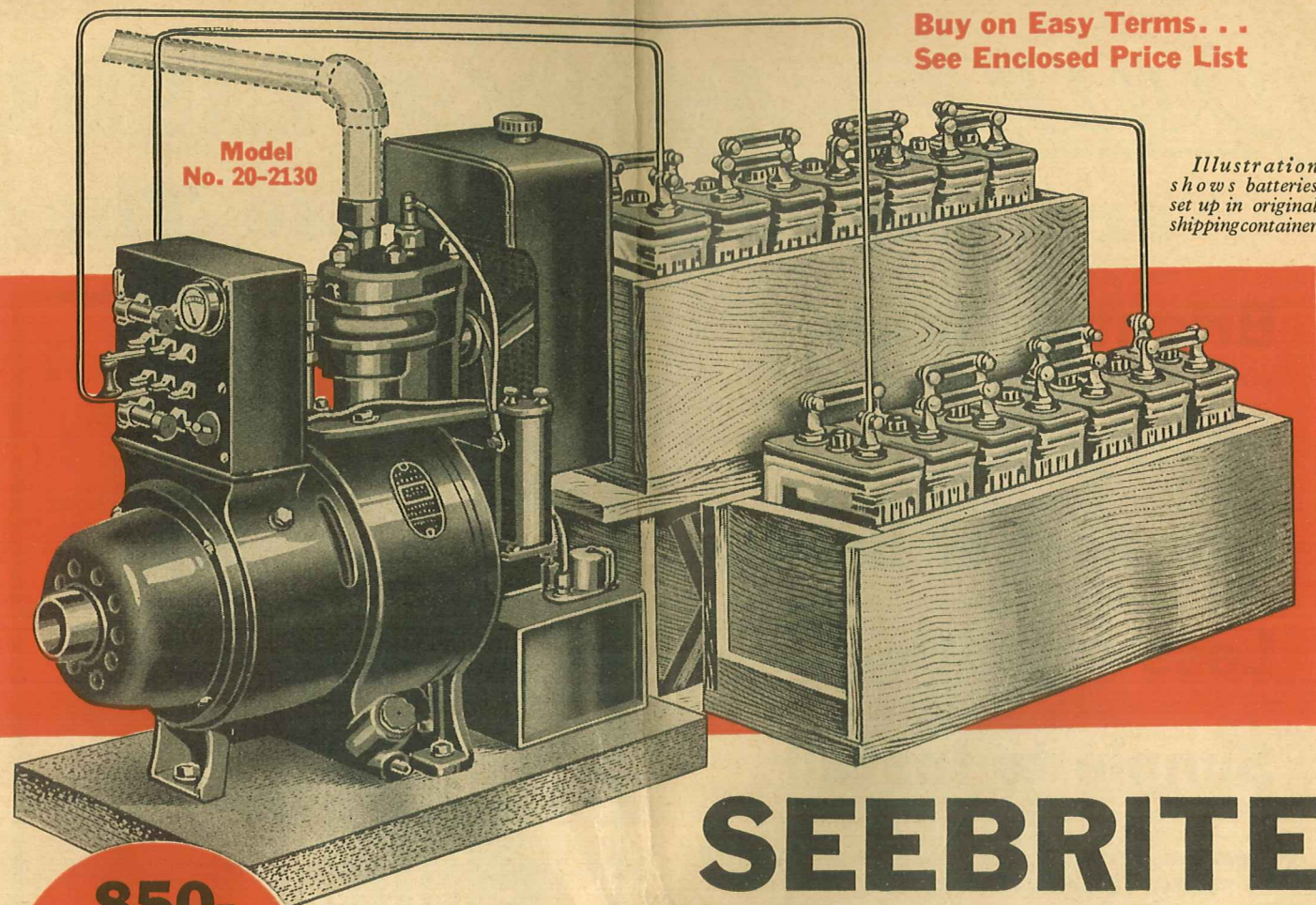




**Buy on Easy Terms . . .  
See Enclosed Price List**

*Illustration  
shows batteries  
set up in original  
shipping container*

**Model  
No. 20-2130**



**850-  
WATT  
Generator**

# SEEBRITE

**(Automatic) Model No. 20-2130**

## 32-VOLT D.C. PLANT

**With 80-  
Ampere Hour Powermaster Batteries**

### SPECIFICATIONS

**No. 20-2130 32-Volt D.C. Battery Plant**

**Engine**—4-cycle, 1-cylinder, water cooled L-head type, with  $2\frac{3}{8}$ -inch bore and 3-inch stroke. Develops  $1\frac{3}{4}$  horsepower at 1700 R.P.M. Crankshaft, flywheel and counterbalance are combined in one assembly, giving smooth, quiet and dependable operation. Crankshaft operates on two oversize ball bearings, a feature that adds materially to the life of the assembly.

**Cooling System**—Engine is cooled by thermo-syphon radiation. Water from radiator passes completely around cylinder head. A large fan cools the radiator water and prevents evaporation.

**Lubrication**—Splash system. Accurate oil gauge in crankcase. All parts will be properly lubricated if oil is kept at proper level.

**Gasoline Tank Capacity** is 2 gallons. Has gasoline gauge for determining the quantity of fuel in tank.

**Fuel Feed**—Fuel is pumped from the tank to the carburetor by means of a diaphragm pump. A plunger operated by an eccentric on the cam shaft moves diaphragm which in turn lifts the gasoline from the tank and forces it to the carburetor.

**Generator**—4-pole type with bolted-in solid pole pieces. A one-piece frame bolts directly to the engine crank case, insuring proper alignment at all times. The generator armature shaft is carried on two ball bearings and is a continuation of the engine shaft. Capacity, 850 watts.

**Switch Control**—Two simple switches control the starting and stopping of the engine. Another switch governs the engine speed while the plant is in operation. This keeps the line voltage constant at all times, making the plant excellent for running motors. Illustration shows mounting of switches in one unit.

**Current**—Direct current, 32-volt.

**Bearings**—Bronze sleeve type, babbitt lined, on connecting rods. Ball-bearing main bearings around crankshaft.

**Batteries**—Powermaster Batteries, of the same quality as batteries described on Pages 14 and 15.

This is the battery-type 32-volt light plant with Super-Automatic Control. It comes to you ready to operate. Put fuel in the tank, water in the radiators and oil in the crankcase. Keep it supplied with these essentials and you'll get steady, reliable electric power without further attention.

Here is how the Super-automatic feature works. The batteries alone will carry a load up to 200 watts which is, we'll say, five 40-watt lamps. Now when you increase the load by lighting additional lamps or running a vacuum cleaner or other appliance, the engine automatically starts and the load is carried by the generator. At the same time, the batteries are being automatically recharged.

When the load falls to 100 watts, when only 2 40-watt lamps or less are used, the engine automatically stops and the load is carried by the batteries.

This plant is unusually compact and powerful, and is recommended for its remarkable and dependable performance, economical operation, long time service and clear, brilliant, flickerless light. Turn to page 5 and read why 32-volt D.C. plants are preferred by some users.

For freight rates and shipping points see enclosed price list.



# ***Powermaster* Light**

## **are Superior Because They**

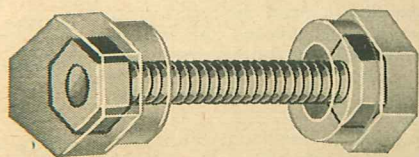
- ★ **Brighter Lights**
- ★ **Longer Life**
- ★ **Low Cost of Upkeep**
- ★ **Less Attention**
- ★ **Simple to Install**

**Powermaster** Light Plant Batteries are made not only for **SEEBRITE** Battery Plants, but are specially adapted as replacement for use with any standard battery-operated plant. We guarantee them to give as good or better service at a distinct saving in price. Back of **Powermaster** Batteries are our factory's 20 years experience in high grade battery manufacture and Sears binding 5-year Guarantee.



### **Solid Lead Bar Contacts**

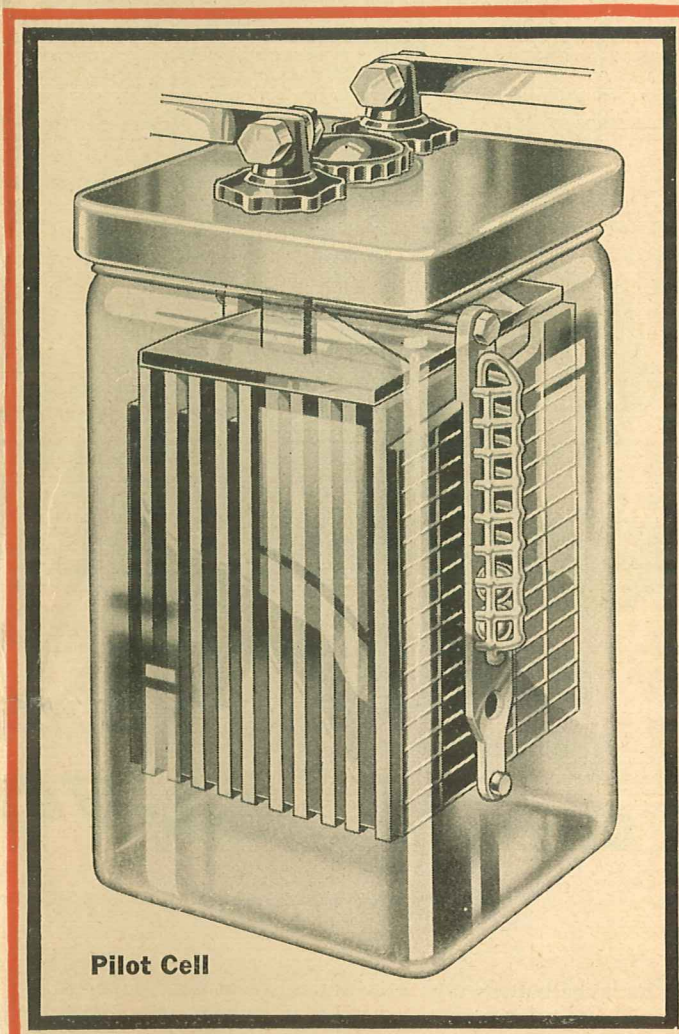
Positive, permanent contact between cells is the best assurance that the whole assembly will function as a unit—that all batteries so connected will operate as one. Realizing this, we have dispensed with wires or other flimsy connectors as a means of joining cells and are equipping all battery units with heavy solid lead bar contacts. Not only does this assure 100% contact, but also holds the cells rigidly in place and strengthens the unit as a whole. This is only one of the many features of **Powermaster** Light Plant Batteries that make them so long-lived and dependable in service.



### **Lead Fitted Bolts**

The ends of the bolts which hold the cell connectors to the cells are encased in lead bushings, making a positive lead-to-lead

connection and reducing corrosion of terminals practically to the vanishing point.



Pilot Cell

## **5-YEAR GUARANTEE**

**Powermaster** Light Plant Batteries are guaranteed to deliver a minimum of 5 years satisfactory service. If, after having received reasonable care and attention, a **Powermaster** Battery should fail to give 5 years service, we will make an allowance equal to the proportion of time the battery failed to live out its guarantee. For instance, if a battery lasts only 4 years, we will allow you to purchase a new battery at a reduction of 20% of the price prevailing at the time of adjustment.

If you will follow our instructions governing the care and operation of **Powermaster** Batteries, they will give considerable service beyond the 5-year guarantee limit.

This Guarantee is backed by the entire resources of The World's Largest Store.

**Sears, Roebuck and Co.**



# Plant Batteries

## Have:

- ★Rugged Plate Assembly
- ★Purest Materials
- ★Bigger Jars
- ★More Solution
- ★Oversize Plates

**Write for our engineers' recommendation for proper size set to fill your needs.**

When buying a set of replacement batteries, you want above all to be certain of the quality. In fact, you'd undoubtedly be willing to pay a little more to INSURE getting it. Well, listen to this: *There isn't a better battery made than Sears **Powermaster***, and our prices are the lowest you'll find anywhere on batteries made to our standards, which are the highest known. See enclosed sheet for prices.

Pretty broad statements, but we know batteries. We've compared all the others, tested them, analyzed them, found out what kind of material was in them . . . . and we proved conclusively that **Powermaster** is America's supreme battery value.

First, we make **Powermaster** Batteries extra big and extra strong—to insure uniform delivery of the full rated current and to permit a longer period of usefulness than has heretofore been customary with the average standard battery.

**Powermaster** materials, of course, are the finest that can be secured. Glass, porcelain and lead must measure up to the most exacting specifications for purity and adaptability to battery manufacture. Oxides, solutions and separators are carefully analyzed, tested and inspected for purity and freedom from blemish.

Other features include the use of sliced (not rotary cut) Port Orford cedar separators, specially treated to eliminate the last vestige of rosin, acid or organic matter; and the extension of separators beyond the plates on all four sides as added protection against short circuiting.



Plate Size—  
Standard Sets  $5\frac{5}{8} \times 5$  Inches  
Heavy Duty Sets  $6\frac{1}{8} \times 7$  Inches  
Jars  $14\frac{3}{4}$  Inches High

For Prices See Enclosed Price List



# PROTECTED *by Sears*

# \$200,000,000

# GUARANTEE

## GUARANTEE

We guarantee every *Powermaster* and *SEEBRIGHT* Lighting Plant purchased from us against defects in material and workmanship. We will replace or repair, without cost to you, for a period of one year from date of purchase, any parts which prove to be defective.

We further guarantee *Powermaster* Lighting Plant Batteries to give you five years of satisfactory service, if given the proper care. Should these batteries fail (after receiving reasonable care and attention), any time within the five years, we will make an allowance, charging you only for that portion of the time that the battery has been in your possession. (See Page 14.)

**Sears, Roebuck and Co.**

## Users Praise *Sears* Light Plants

### Costs Little to Operate

We are quite pleased with the Light Plant. It gives wonderful light all over the house and yard. But we really bought same for electric treatments for different ailments and are getting very good results. We find that its cost of operation is very low. As to the price, we know from past experience that Sears is the lowest and we didn't inquire anywhere else. We wouldn't be without this plant for anything.

H. E. Tjabben,  
Austinville, Iowa.

### We Saved \$90.00

We purchased one of your Farm Lighting Batteries to operate with a Delco plant. We had no trouble installing them. They are performing fine and we haven't had any trouble with them. All we have to do is add water occasionally, same as on any battery. We purchased your batteries because we saved about \$90.00 compared with the price of other batteries, and because we knew your guarantees were good. We are entirely satisfied with the batteries, and if you wish to publish this letter, you are welcome to do so.

C. M. Shade & Son,  
Lexington, Ohio

### Run It Night and Day

The Light Plant which we bought from you has given us extra good service. It is economical to run. We have run it almost day and night during the summer months running fans, popcorn poppers, etc. We have load on it about all the time. We have had the valves ground once and bought two spark plugs. That is all we have been out on it and it is in good shape yet. We are well pleased with the service it has given.

Henry Snider,  
Golden Pond, Ky.

### Cheaper and Easy to Install

The battery which I purchased from you has proven very satisfactory. It has been in our Lighting Plant for about nine months. We didn't have any trouble in installing it. For your information, I had a Sears Battery once before that was in use for seven and a half years, which is much longer than present batteries usually last. I bought this fine battery principally because of one. However, it was also much cheaper by comparing prices, as I found out use this letter in any way you have my full permission.

Eugene C. Allen,  
Swartz Creek, Mich.

### Splendid Service

The Electric Lighting Plant which we bought of you more than a year ago has been used for lighting the Sycamore Baptist Church. The plant has given splendid service and has been operated at a very small cost. It doesn't give any trouble, and about the only attention it needs is gas and oil. We are well pleased with our purchase and can recommend it to any one.

J. W. Dyches,  
Buffalo Ridge, Va.

### More Than Satisfied

I like your Electric Lighting Plant a lot and everything is going fine. It does everything I would expect it to do and it is not giving us any trouble. The cost to operate is very low and we have 12 lights on at a time. We also have an electric radio.

I'm more than satisfied with the plant and can recommend it very highly to anybody.

James Nocco,  
Vincentown, N. J.

### Plants Running Fine

We have a number of your Electric Plants in service in oil and gas fields. They illuminate the derricks at night. The plants have withstood much rough handling and severe service during the past year and a half and in spite of this too, with the economical service which they are giving us.

Kemrow Co.,  
Tioga, Pa.

### Reliable and Economical

We bought your plant for lighting our packing plant located in our orchard. We very often run our machinery until midnight. The plant is entirely satisfactory and we are very glad to recommend it as a reliable and economical source of light and power.

E. P. Hutchinson,  
Nashville, Ark.

### Low Operating Cost

We are well pleased with your Electric Light Plant. I would not get 3 times as much for it if I could not get another like it. When it comes to lights I have not seen its equal. I light all my grinding wheels by charge batteries, run everything possible by electricity. The plant is always ready and do most everything I need it. The cost to go to work whenever I need it. The cost for operating is so low that no one would miss it. I would like to recommend this plant to any one who is looking for dependable service at low cost.

W. R. Grubb,  
Alvarado, Va.

### Increased Farm Value \$1,000

Our light plant was surely a wonderful investment for our home. My cost is not as much as my son-in-law's who lives in town in a home half as large as ours.

We run our radio, fans, percolator, electric iron, vacuum cleaner and often use a small electric stove. This year I even lit my Christmas tree. We pump water to the top of the house from a spring 30 feet below the house almost straight down. I am sure it has increased the value of our farm \$1,000.

John Gardiner,  
Fairview, Ohio

### Saved \$150

I am very much pleased with the Electric Lighting Plant which I purchased from you some time ago, because I find it is very economical to operate. Not only that, but I realized a saving of \$150.00 by purchasing your plant.

The lighting system is perfect and we find it is possible to use any electric appliances that can be operated by direct current. A most important use of the plant is the water works system, which operates perfectly. I will be glad to recommend the entire system to any one.

Hamp H. Greene,  
West Point, Ga.

### Economy in Operation

Your light plant has been giving me splendid service. I have used it almost continually since the day I received it. I run it about three hours every night. I have used it in my tent meetings. It has furnished me from 450 to 600 watts each night. I have tried other light plants before buying yours and am very well pleased with its economical operation. You may use this letter in any way you wish.

Rev. J. W. Morgan,  
De Ridder, La.



Latest Low Prices on  
**POWERMASTER Light Plant BATTERIES**  
 Described on Pages 14 and 15.

**32-Volt—Plate size, 5<sup>5</sup>/<sub>8</sub>x5 Inches**

| Catalog No. | No. Plates | Ampere Hour Rating | Max. Daily Watt Hour Discharge | Shpg. Wt., Lbs. | Cash Price | Easy Payment Price | Down Payment | Monthly Payment |
|-------------|------------|--------------------|--------------------------------|-----------------|------------|--------------------|--------------|-----------------|
| 20AM1840    | 9          | 112                | 480                            | 605             | \$ 69.50   | \$ 76.45           | \$ 6.00      | \$ 7.00         |
| 20AM1841    | 11         | 140                | 600                            | 690             | 85.00      | 93.50              | 8.00         | 8.00            |
| 20AM1842    | 13         | 168                | 720                            | 800             | 105.00     | 115.50             | 10.00        | 9.00            |

Use one of our Easy Payment Order Blanks

**EXTRA HEAVY DUTY SIZES**

**32-Volt—Plate Size, 6<sup>1</sup>/<sub>8</sub>x7 Inches**

| Catalog No. | No. Plates | Ampere Hour Rating | Max. Daily Watt Hour Discharge | Shpg., Wt., Lbs. | Cash Price | Easy Payment Price | Down Payment | Monthly Payment |
|-------------|------------|--------------------|--------------------------------|------------------|------------|--------------------|--------------|-----------------|
| 20AM1843    | 11         | 210                | 900                            | 850              | \$115.00   | \$126.50           | \$10.00      | \$ 9.00         |
| 20AM1844    | 13         | 252                | 1080                           | 1000             | 134.00     | 147.40             | 12.50        | 10.00           |
| 20AM1845    | 15         | 294                | 1260                           | 1350             | 150.00     | 165.00             | 12.50        | 10.00           |

Sixteen cells make a 32-volt battery; 3<sup>1</sup>/<sub>2</sub> sets make a satisfactory 112-volt battery. The 20AM1840 battery is a standard replacement size for the small Delco 80 A.H. battery and 20AM1842 for the large Delco 160 A.H. battery, for the 1<sup>1</sup>/<sub>2</sub> K.W. Universal and 1<sup>1</sup>/<sub>2</sub> K.W. Fairbanks Morse Plants. We recommend Extra Heavy Duty sizes where Motor driven devices are operated.

Shipped with connecting lugs and fully charged from factory in Milwaukee, Wisconsin. Estimated freight rates per 100 lbs.: 100 miles, 59¢; 200 miles, 83¢; 300 miles, \$1.05; 400 miles, \$1.21; 500 miles, \$1.50.

In case you are in doubt as to what size of batteries to order, write for our engineers' recommendations.

**LIGHT PLANT ACCESSORIES**

20A2145 - Extra Start-Stop Stations for Remote Control. (One included with each Remote Control Plant). Shipping Weight, 3 lbs. . . . . \$3.95

20A2146 - Stop Station for Manual Control. (None furnished with plant. Must be ordered with plant. Can only be installed at Factory). Shipping weight, 2 lbs. . . . . \$2.95

20A2147 - Non-Radio-Interfering Condenser. Shpg. wt., 2 lbs. . . . . \$5.75  
 Above accessories shipped from factory in Oshkosh, Wisconsin.

Wire for Remote Control Stations. (Not furnished with plant). Three lengths are required for each station; thus, 100 feet will enable you to place station 33 feet from plant. Shipped from our Mail Order House.

20A6782 - 14-gauge. Shipping weight 100 ft., 3 lbs. Per 100 ft. . . . . \$0.59

20A6914 - 14-gauge special weatherproofed wire. Shipping weight per 100 ft., 3 lbs. Per 100 ft. . . . . \$0.85

**These Prices for Mail Orders Only!**

The Low Prices in this Catalog are available only to customers who order from Sears by mail. Because of over-the-counter delivery, our retail store prices on this merchandise are usually higher than our Catalog prices.

**Important Information Regarding Prices**

Should the Federal Government or any State find it necessary to increase by taxes or otherwise the cost or selling price of any of the merchandise described in this Catalog, we reserve the right to add any such taxes or other increases of cost or selling price to the prices of the merchandise as shown in this Catalog.

**Sears, Roebuck and Co., Chicago, Ill.**  
 The World's Largest Store



# Latest Low Prices on POWERMASTER and SEEBRITE Light Plants

## POWERMASTER Manual Control D. C. Plants

| Page No. | Catalog Number | Watts | Volts | Cash Price | Easy Payment Price | Down Payment | Per Month | Shipping Weight |
|----------|----------------|-------|-------|------------|--------------------|--------------|-----------|-----------------|
| 10-11    | 20AM2105       | 500   | 110   | \$119.95   | \$131.95           | \$10.00      | \$ 9.00   | 195 lbs.        |
| 10-11    | 20AM2106       | 900   | 110   | 197.50     | 217.25             | 17.50        | 12.00     | 310 lbs.        |
| 10-11    | 20AM2107       | 1500  | 110   | 249.50     | 274.45             | 22.50        | 15.00     | 370 lbs.        |

## POWERMASTER Remote Control D. C. Plants

|       |          |      |     |          |          |         |         |          |
|-------|----------|------|-----|----------|----------|---------|---------|----------|
| 10-11 | 20AM2110 | 500  | 110 | \$189.50 | \$208.45 | \$17.50 | \$12.00 | 215 lbs. |
| 10-11 | 20AM2111 | 900  | 110 | 224.50   | 246.95   | 20.00   | 14.00   | 355 lbs. |
| 10-11 | 20AM2112 | 1500 | 110 | 325.00   | 357.50   | 30.00   | 18.50   | 375 lbs. |

## POWERMASTER Full Automatic D. C. Plants

|       |          |      |     |          |          |         |         |          |
|-------|----------|------|-----|----------|----------|---------|---------|----------|
| 10-11 | 20AM2126 | 500  | 110 | \$269.50 | \$296.45 | \$25.00 | \$16.00 | 300 lbs. |
| 10-11 | 20AM2127 | 1000 | 110 | 324.50   | 356.95   | 30.00   | 18.50   | 410 lbs. |
| 10-11 | 20AM2128 | 1500 | 110 | 405.00   | 445.50   | 40.00   | 22.50   | 450 lbs. |

## POWERMASTER Manual Control 60-Cycle A. C. Plants

|     |          |      |     |          |          |         |         |          |
|-----|----------|------|-----|----------|----------|---------|---------|----------|
| 8-9 | 20AM2115 | 500  | 110 | \$195.00 | \$214.50 | \$17.50 | \$12.00 | 253 lbs. |
| 8-9 | 20AM2116 | 1000 | 110 | 224.50   | 246.95   | 20.00   | 14.00   | 355 lbs. |
| 8-9 | 20AM2117 | 1500 | 110 | 295.00   | 324.50   | 27.50   | 17.00   | 407 lbs. |

## POWERMASTER Remote Control 60-Cycle A. C. Plants

|     |          |      |     |          |          |         |         |          |
|-----|----------|------|-----|----------|----------|---------|---------|----------|
| 8-9 | 20AM2120 | 500  | 110 | \$245.00 | \$269.50 | \$22.50 | \$15.00 | 318 lbs. |
| 8-9 | 20AM2121 | 1000 | 110 | 345.00   | 379.50   | 32.50   | 19.50   | 406 lbs. |
| 8-9 | 20AM2122 | 1500 | 110 | 395.00   | 434.50   | 37.50   | 22.00   | 462 lbs. |

## POWERMASTER Full Automatic 60-Cycle A. C. Plants

|     |          |      |     |          |          |         |         |          |
|-----|----------|------|-----|----------|----------|---------|---------|----------|
| 8-9 | 20AM2123 | 500  | 110 | \$325.00 | \$357.50 | \$30.00 | \$18.50 | 325 lbs. |
| 8-9 | 20AM2124 | 1000 | 110 | 425.00   | 467.50   | 40.00   | 24.00   | 420 lbs. |
| 8-9 | 20AM2125 | 1500 | 110 | 475.00   | 522.50   | 45.00   | 26.50   | 475 lbs. |

## SEEBRITE Foot Lever Started Non-Battery D. C. Plants

|    |          |     |     |          |          |         |         |          |
|----|----------|-----|-----|----------|----------|---------|---------|----------|
| 12 | 20AM2100 | 350 | 110 | \$ 94.50 | \$103.95 | \$ 9.00 | \$ 8.00 | 145 lbs. |
|----|----------|-----|-----|----------|----------|---------|---------|----------|

All above plants shipped from factory in Oshkosh, Wisconsin. Estimated freight rates per 100 lbs.: 100 miles, 59¢; 200 miles, 83¢; 300 miles, \$1.05; 400 miles, \$1.21; 500 miles, \$1.50.

Use one of our Easy Payment Order Blanks.

## SEEBRITE Super-Automatic 32-Volt Battery Plant

|    |          |     |    |          |          |         |         |          |
|----|----------|-----|----|----------|----------|---------|---------|----------|
| 13 | 20AM2130 | 850 | 32 | \$275.00 | \$302.50 | \$25.00 | \$16.00 | 690 lbs. |
|----|----------|-----|----|----------|----------|---------|---------|----------|

Plant shipped from factory in Evansville, Indiana. Shipping weight, 240 lbs. Estimated freight rates per 100 lbs.: 100 miles, 74¢; 200 miles, \$1.13; 300 miles, \$1.19; 400 miles, \$1.30; 500 miles, \$1.54.

Batteries shipped from factory in Milwaukee, Wisconsin. Shipping weight, 450 lbs. Estimated freight rates per 100 lbs.: 100 miles, 59¢; 200 miles, 83¢; 300 miles, \$1.05; 400 miles, \$1.21; 500 miles, \$1.50.

Use one of our Easy Payment Order Blanks.

## LIGHT PLANT ACCESSORIES

### Rubber Mountings for Installation

Ball rubber mountings absorb slight vibration and help to prolong life of plant.

20A2131 - For 350 and 500 watt plants. Shipping weight, 3 lbs. (3 necessary) - Set of 3. . . . . \$5.50

20A2132 - For 900, 1000 and 1500 watt plants. Shipping weight, 3 lbs. 8 oz. (3 necessary) - Set of 3. . . \$7.25

### Flexible Tubing for Installing Special Exhaust

20A2133 - For 350 and 500 watt plants. Shipping weight, 3 lbs. per foot. Per foot. . . . . \$0.18

20A2134 - For 900, 1000 and 1500 watt plants. Shipping weight, 3 lbs. per foot. Per foot. . . . . \$0.20

### 8-Gallon Auxiliary Gas Tank (for Wall Mounting)

20A2135 - For all plants. Shipping weight, 20 lbs. . . . . \$11.50

POWERMASTER Light Plant Batteries - See prices on other side of this sheet.

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